

# Maritime Life Annual Report

1980

AR06



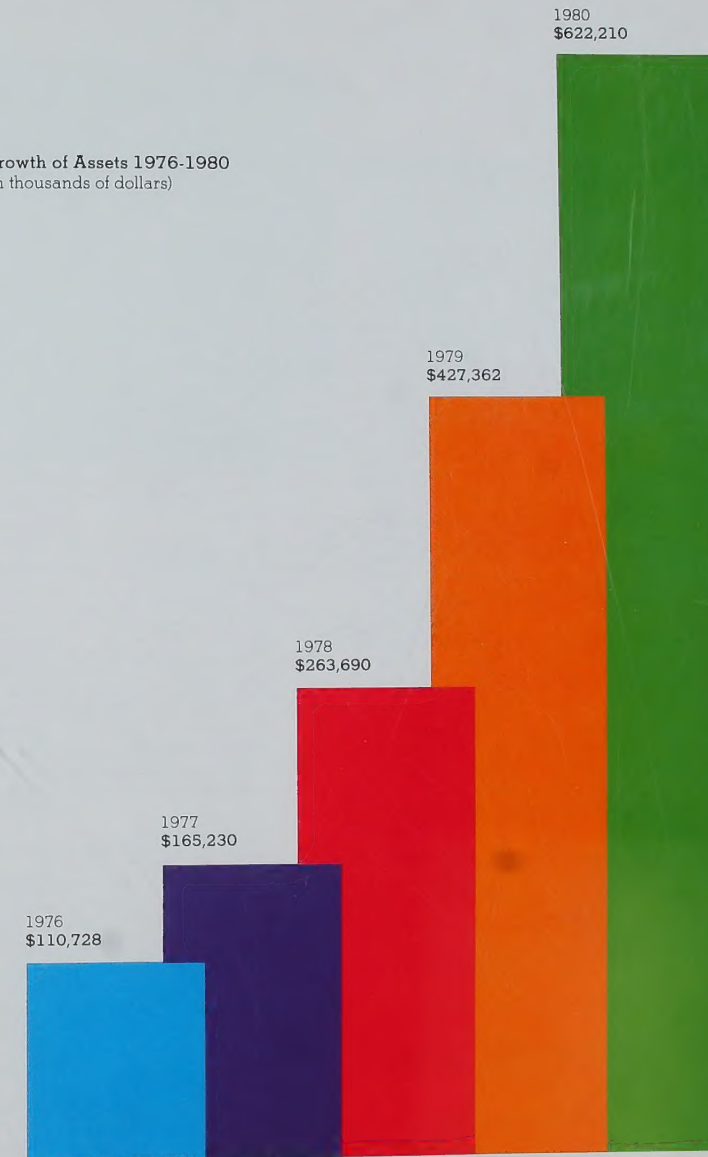
## Introduction

Rapidly, Maritime Life has become one of Canada's largest life insurance companies. Certainly, it is the fastest growing and most innovative life insurance firm in the country.

Maritime Life owes its success to a simple formula — a few new ideas, many good people, and an attitude which requires the Company to work closely with its clients; listening to them; changing as conditions change.

The results are obvious . . .

### Growth of Assets 1976-1980 (In thousands of dollars)





The spirit of innovation which characterizes Maritime Life is the collective energy of the hundreds of individuals associated with the Company.

This energy manifests itself in a large variety of activities. The General Agents and their associates develop new uses for existing products to help solve their customers' financial problems. Head Office marketing people in consultation with the General Agents design new products and product concepts. Head Office personnel seek faster and more efficient systems and procedures to deliver service. Our investment people confer with mortgage brokers to construct novel investment packages. Our Group representatives work with the corporate customer and his consultant to devise employee benefit programs and the methods to finance them.

All of this energy has produced these results.

## Individual Operations

- Individual operations produced a premium income for 1980 of \$158,285,000. This is an 87% increase over 1979!
- Our profits of \$3,100,000 plus a reserve adjustment of \$1,900,000 resulted in a net income of \$5,000,000 for the year. This is substantially higher than the \$1,666,000 produced in 1979.
- New single premium sales were \$145,776,000, 91% ahead of the 1979 pace.
- New annualized premium sales for Individual life insurance and annuities were \$6,229,000, up 12%.
- During 1980 we had two major product introductions. In June we presented our new term insurance portfolio which included the much talked about 'Flexible Premium Term'. In the fall we put forward our annuity product line which included an improved 'Triflex' plan and a new 'Retirement Accumulation Annuity (RAA)'.
- We now have a total of 68 associated General Agencies who market our Individual insurance and annuity products



throughout Canada and at the Canadian Forces Base in Lahr, Germany.

## Financial

- At the end of 1980, Company assets were \$622,210,000. This is a 45% increase over the previous year. At the end of 1975, our assets were \$80,844,000. Thus, in 5 years assets have increased 670%!
- The net rate of return on invested funds during 1980 was 10.91%.
- Total income for the Company for 1980 was \$274,540,000, up 55% from the 1979 level.
- Net income increased from \$1,600,000 in 1979 to \$4,100,000 in 1980. The latter figure includes a reserve adjustment of \$1,900,000.
- At the end of 1980, our surplus funds amounted to \$25,628,000.

## Group Operations

- Single Premium sales of Group Life, Health and Pension products were \$15,888,000, 3% ahead of the 1979 pace.
- New annualized premium sales were \$11,619,000, which is 89% of the level achieved in 1979. Sales were strong in single premium pension products and experienced rated life and health coverages.
- Group operations experienced a net loss of \$900,000 during 1980. The major cause of this loss was unfavourable mortality and morbidity experience.

## Senior Management

During the past year we completed the revisions to our Senior Management Team. Mr. William A. Black, FSA, FCIA, became Vice President and Director of Individual Operations. This gives him responsibility for the sales, service and profitability of our Individual insurance and annuity products. Mr. James A. Creighton, FSA, FCIA, assumed the position of Director of Group Operations. In this position he is responsible for the sales, service and profitability of our Group Life, Health and Pension products.

## Board of Directors

We had an unusually large number of changes to our Board of Directors during 1980. Mr. Ronald G. Smith retired as Chairman of the Board of Maritime Life. In August, Mr. Philip H. Peters and Mr. Paul R. Weaver retired from our Board of Directors. We were also saddened by the death of one of our Directors, Mr. Georges H. Mercier. The Company gratefully acknowledges the contributions each of these gentlemen made to the growth and success of Maritime Life.

We were pleased to welcome four new members to our Board. Mr. John W. Lindsay and Mr. J. William E. Mingo, QC joined us in May and in August Mr. Gordon W. Thomas and Mr. Terence P. McKenna were appointed.

Finally, Mr. George B. Robertson, QC was elected Chairman of the Board of Maritime Life at our 1980 Annual Meeting.

I offer congratulations for an outstanding year to all of the contributors to the success story of Maritime Life.

Raymond J. McEneaney  
March 1, 1981

**R. J. McEneaney, FSA**  
President and Chief Executive Officer

**M. L. Yee**  
Operations Auditor

**W. A. Black, FSA, FCIA**  
Vice President and Director of Individual Operations

**J. P. Lynch**  
Assistant Director of Individual Administration

**T. M. Moffatt, ASA, FLMI**  
Associate Actuary Individual Insurance

**E. C. Risley, FSA, FCIA, FLMI**  
Administration Controller Individual Operations

**R. V. Timmins, FALU**  
Manager, Life Underwriting and Issue

**T. G. Zive**  
Manager, Client Services and Annuities

**J. A. Creighton, FSA, FCIA**  
Director of Group Operations

**C. M. Bowie, FLMI**  
Manager, Group Administration

**R. W. Davidson**  
Manager, Group Life and Health Underwriting

**A. M. Kyle**  
Manager, National Benefit Services (Group)

**P. J. Pothier, FSA, FCIA, FLMI**  
Group Actuary, Group Insurance

**R. D. Rudderham**  
Regional Sales Director, Atlantic Canada and Quebec

**D. A. Wilkins**  
Regional Sales Director, Ontario and Western Region

**T. D. M. Hardy**  
Director of Corporate Services

**D. M. Alexander**  
Manager, Personnel Services

**B. J. Edmondson**  
Manager, Group and Corporate Systems

**J. M. Flynn, FLMI**  
Manager, Data Processing

**K. H. Leak**  
Manager, Data Base Administration and Systems Planning

**G. A. Paterson**  
Manager and Senior Systems Analyst — Individual Systems

**K. A. Mader, FCA**  
Vice President and Treasurer

**N. S. Cousins**  
Accountant and Assistant Corporate Secretary

**W. G. Patterson, FLMI**  
Investment Comptroller

**A. H. Robbins, CA**  
Comptroller

**H. B. A. Russell**  
Investment Associate

**H. L. Slaney, FSA**  
Manager, Corporate Actuarial

**C. D. Williams**  
Investment Associate

*Medical Consultants*  
**C. A. Gordon, MD, CM, FRCP(c), FACP, FCCP, FACC**  
Medical Director

**S. T. Laufer, MD, FRCP(c), FACP, FACC**  
Senior Medical Consultant

**J. W. Stewart, MD, FRCP(c)**  
Medical Consultant

**D. C. T. Macintosh, DDS**  
Dental Consultant

**J. C. Kirby, MD**  
Medical Advisor, Group Benefits

**George B. Robertson, QC**  
Halifax, Nova Scotia  
Chairman of the Board  
Senior Partner  
McInnes, Cooper & Robertson

**Stephen L. Brown**  
Boston, Massachusetts  
Senior Vice President and Treasurer  
The John Hancock Mutual Life Insurance Company

**H. Reuben Cohen, QC, CM**  
Moncton, New Brunswick  
Senior Partner  
H. R. Cohen

**Ronald B. Coleman**  
Calgary, Alberta  
President  
Robco Resources Limited

**R. Ross Craig**  
Hamilton, Ontario  
Executive Vice President — Commercial;  
Dominion Foundries and Steel Limited

**Reva D. Gerstein, OC, PhD, LLD, DLitt**  
Toronto, Ontario  
Psychologist and Educator

**John W. Lindsay**  
Dartmouth, Nova Scotia  
Chairman of the Board  
J. W. Lindsay Enterprises Limited

**John T. Longmoore**  
Boston, Massachusetts  
Vice President  
The John Hancock Mutual Life Insurance Company

**Arthur R. Lundrigan**  
Corner Brook, Newfoundland  
President and Chief Executive Officer  
Lundrigan's Limited

**Raymond J. McEneaney**  
Halifax, Nova Scotia  
President and Chief Executive Officer  
The Maritime Life Assurance Company

**Terence P. McKenna**  
Boston, Massachusetts  
Senior Vice President  
The John Hancock Mutual Life Insurance Company

**J. William E. Mingo, QC**  
Halifax, Nova Scotia  
Senior Partner  
Stewart, MacKeen & Covert

**Gordon W. Thomas**  
Boston, Massachusetts  
Senior Vice President  
The John Hancock Mutual Life Insurance Company

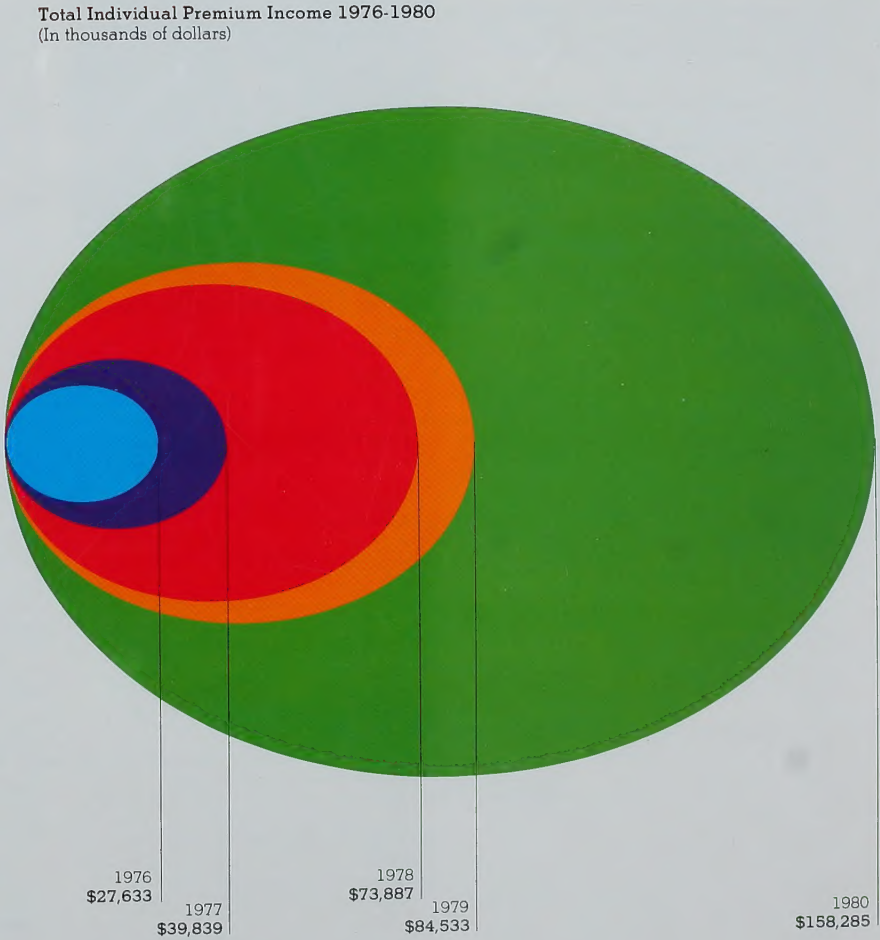
*Honorary Director*  
**W. H. C. Schwartz**  
Halifax, Nova Scotia  
Honorary Chairman of the Board  
Chairman of the Board  
W. H. Schwartz and Sons Limited



# Individual Insurance

**The General Agency System**  
Maritime Life is the only major Canadian life insurer to market its Individual products exclusively through independent general agencies. Growth on the scale portrayed by the adjacent Individual Premium Income graph occurs as a result of the professionalism of these general agents and their decision to choose Maritime Life's innovative products for their clients.

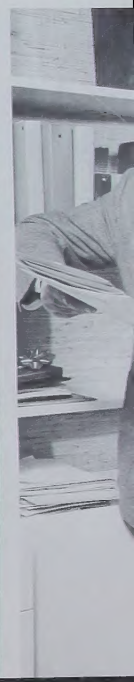
Each general agency is a thriving private business which grows by providing the finest products and service to its clients. Although Maritime Life is committed to the continued development of new agency relationships, over 75% of the Company's growth in Individual insurance in 1980 came from existing agencies.



**Joe Dickstein**  
President  
Dickstein Insurance Agencies  
Ltd  
Toronto, Ontario



**Russell Beirnes, FLMI**  
General Manager  
CAS Insurance Marketing  
Services Ltd  
Winnipeg, Manitoba



**René Lanctôt**  
Vice President  
Agence De Co  
d'Assurance-V  
Miron Inc  
Valleyfield, Q

In 1974, Maritime Life introduced the first 'new money' life insurance product in Canada. By 1980, the new money concept of life insurance design had been widely imitated by Canadian life insurers.

In times of inflation and high interest rates, new money products provide life insurance at a lower cost than traditional products. During 1981, Maritime Life will take advantage of higher interest rate levels by substantially revising its new money products, offering reduced rates and other improvements. Because these products are designed to adapt to changing conditions, these improvements will be automatically extended to existing policyowners as well as new clients.

EXTRAORDINARY  
PLUS  
ASFWL  
RPL  
5YAOL



Revision of new money plans is only one of the Company's major product initiatives planned for 1981, a year which will see the Company remain the leader in the design of flexible and innovative new products.

<The Company has prepared an information package for agents outlining the many features of its revised new money products.

### Individual Life Insurance in Force (In millions of dollars)

1976  
\$259

1977  
\$378

1978  
\$854

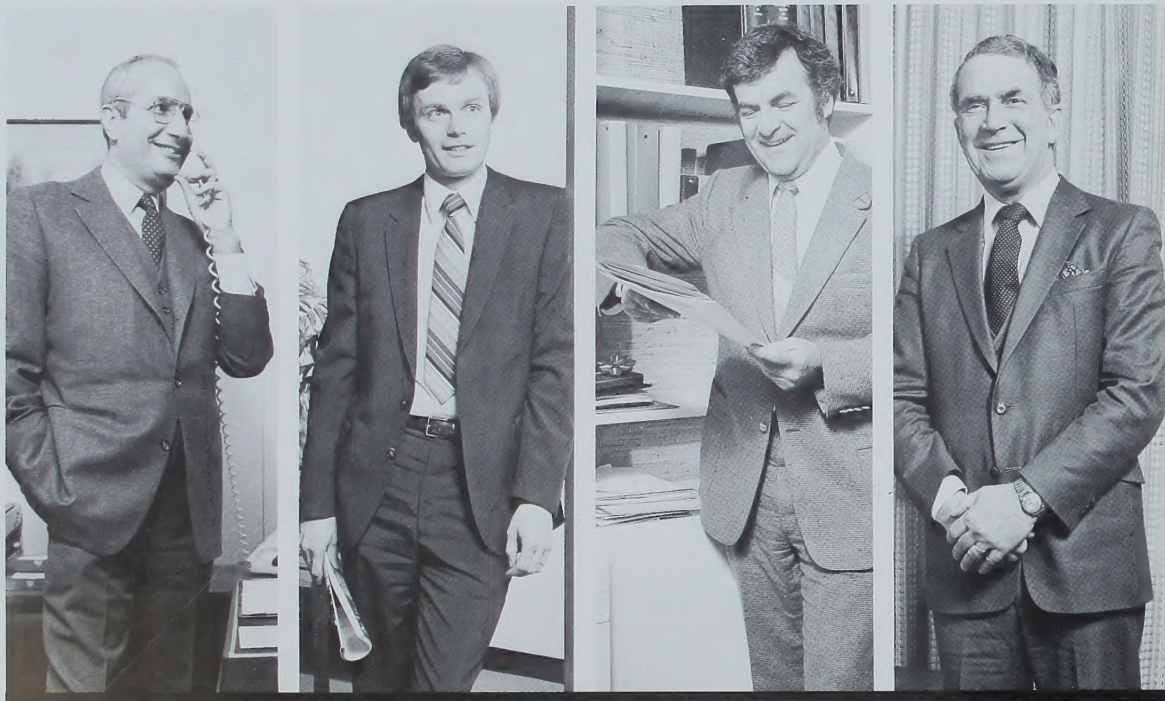
1979  
\$981

1980  
\$1,189

The growth in Individual life insurance in force during 1980 provides proof of the success of Maritime Life's new Flexible Premium Term '10' plan, introduced last June.

Term '10' successfully combines new money design and term insurance rates to provide the most innovative new idea developed in the term insurance market in years.





**Joe Dickstein**  
President  
Dickstein Insurance Agencies  
Ltd  
Toronto, Ontario

**Russell Beirnes, FLMI**  
General Manager  
CAS Insurance Marketing  
Services Ltd  
Winnipeg, Manitoba

**René Lancôt**  
Vice President  
Agence De Courtage  
d'Assurance-Vie Lancôt, Lavoie,  
Miron Inc  
Valleyfield, Québec

**Brian Noonan, CLU**  
President  
Balanced Planning Insurance  
Agency Ltd  
Ottawa Valley, Ontario

## Group Insurance

The nation-wide Group Insurance sales force is led by two Regional Sales Directors headquartered in Halifax and Toronto. Bob Rudderham and Dave Wilkins, both proven Maritime Life Group Insurance sales leaders, were appointed to these new positions during 1980. They are responsible for Group Sales Offices in Vancouver, Edmonton, Calgary, Toronto, Montreal and Halifax. The Company also maintains claims offices from coast to coast.



'We believe in taking much of the mystery out of Group Insurance — especially for organizations with large numbers of insured lives.

Depending on the circumstances, a large client could obtain life and health coverage at considerably lower rates by financing coverage itself and having the insurer provide administrative services. Or, requiring the insurer to provide coverage on a cost plus basis may be more efficient. In other words, conventional Group packages are not always best, and many organizations pay more than they should for Group Insurance.

We are one of the few insurers who have the flexibility to choose the right option for the client. We won't hesitate to work on a cost plus basis or provide only administrative services if these options are appropriate.'

**R. D. Rudderham**  
Regional Sales Director  
Atlantic Canada and Quebec



'In our business, clients want to deal directly with people who can make decisions. That's why our commitment to regionalization of Group Operations is working so well across Canada.

We are providing better service than the competition because our regional people can and do make important decisions knowing the local circumstances and needs of our clients. Other companies may centralize their group services because it may be more convenient for them. We regionalize because it's more effective for our customers.

Besides, this commitment builds better and more rewarding jobs for the employees in our coast to coast regional offices and helps us keep and develop better people.'

**D. A. Wilkins**  
Regional Sales Director  
Ontario and Western Region





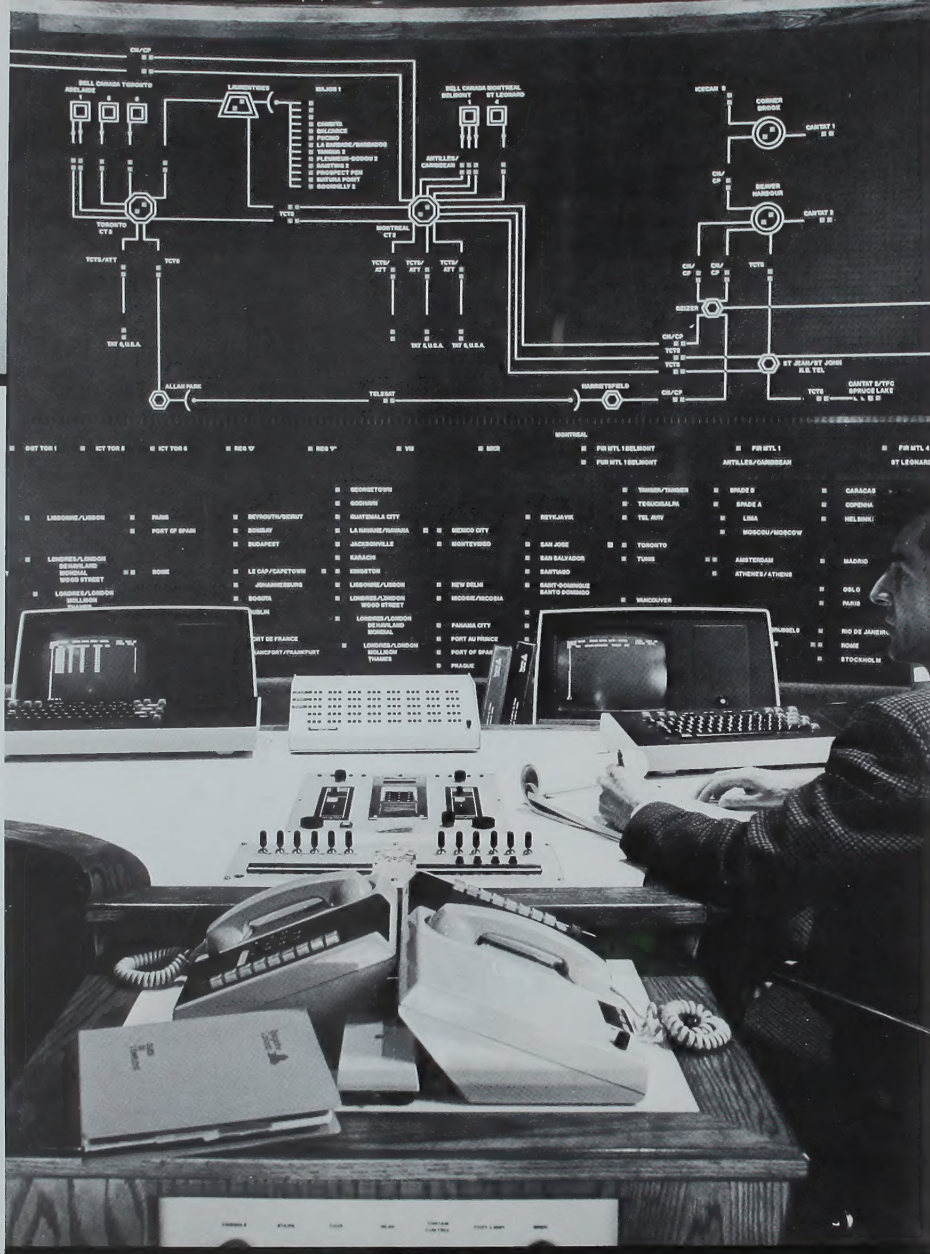
In our search for an insurance company we looked primarily for professionalism because we require:

- low rates
- very good service throughout the country
- clear communication
- flexibility

Maritime Life has proven to possess all these qualities from the very beginning of their association with us in 1975. Since then, we've added to our life and health plans by introducing a dental plan and just recently, a long-term disability plan.

When a company makes you feel like a friend, as well as a customer, you are satisfied and so are your employees. That's important!

**Guy Corbeil**  
Manager, Employee Benefits  
Personnel  
Teleglobe Canada



Maritime Life's performance in managing over \$12 million of our pension assets has been excellent — much better than other companies who have had parts of our portfolio.

Their people speak our language, deliver the best investment return and have earned an increasing share of our business.

We made the right decision in choosing Maritime Life.

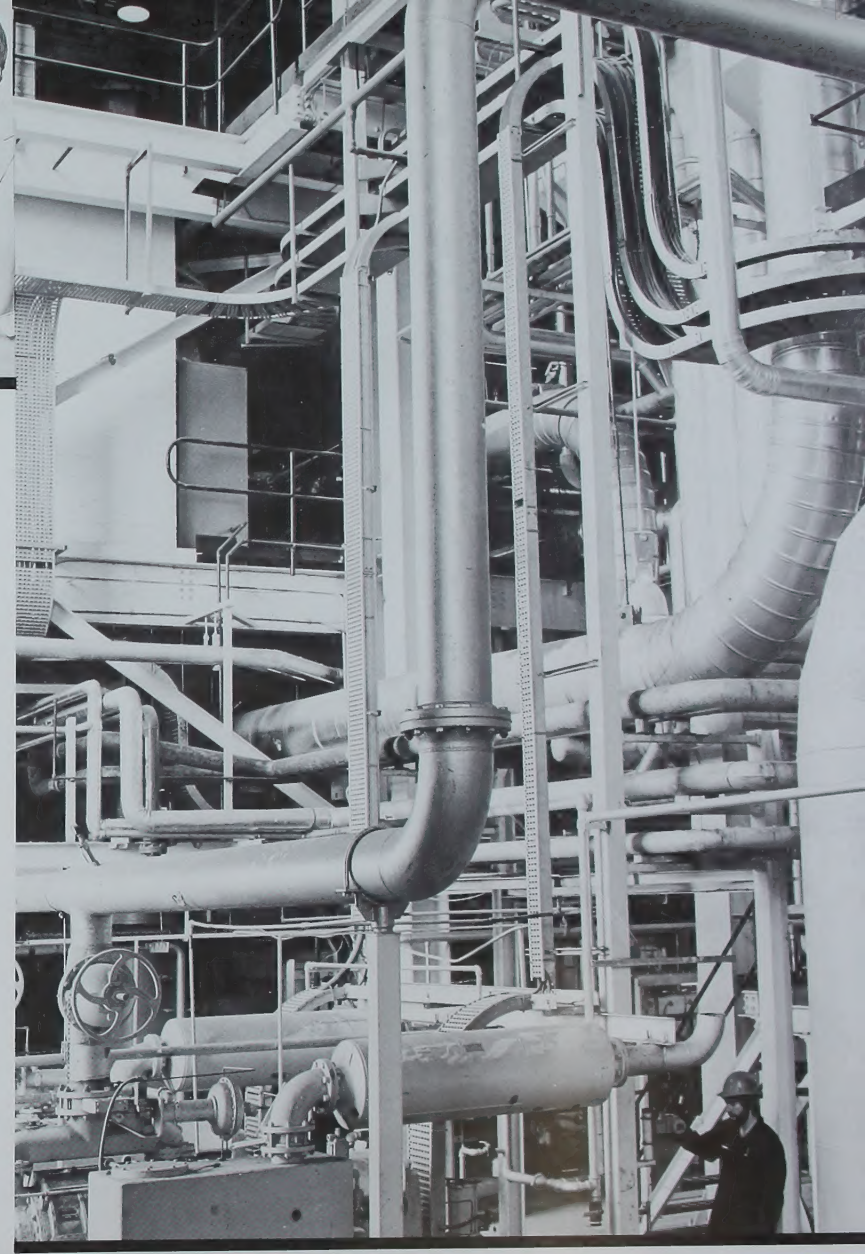
**John D. Carroll**  
International Vice President  
International Brotherhood of  
Boilermakers,  
Iron Shipbuilders, Blacksmiths,  
Forgers and Helpers

'Since 1966, we've received very special service from Maritime Life on our members' life and health insurance plan.

We enjoy an excellent rapport with Maritime Life's people and have always found them eager to help and quick to act in the interest of our members.

We're more than satisfied and hope our relationship lasts at least another 15 years.'

**Edward P. Ryan**  
Secretary-Treasurer  
Millwright District Council of  
Ontario  
United Brotherhood of  
Carpenters and Joiners of  
America





**Group Premium Income  
Life and Health 1976-1980**  
(In thousands of dollars)



**Group Pension Assets 1976-1980**  
(In thousands of dollars)

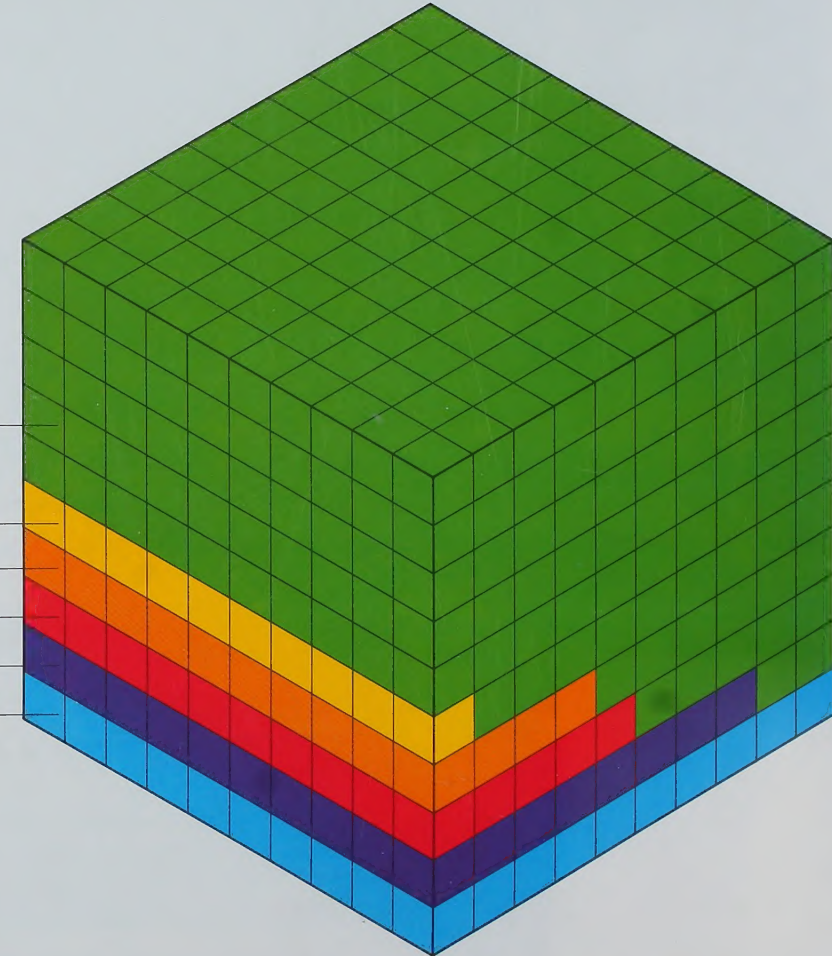


## Financial

Maritime Life's investment policies continue to work in the best interest of its policyowners. In 1980, the Company's average rate of return on all invested assets grew to 10.91%. Over the past several years, the Company has had the highest average rate of return of all major Canadian life insurers.

### Placement of Invested Assets

Mortgages	72%
Stocks	1%
Policy Loans	4%
Miscellaneous Assets	5%
Segregated Funds	8%
Bonds	10%





# Financial Summary

## The Maritime Life Assurance Company

### Summary Balance Sheet

As at December 31, 1980  
(In thousands of dollars)

#### Assets

Mortgage loans  
Segregated investment fund assets  
Other investments  
Other assets

1980

\$447,056  
48,095  
101,947  
25,112

\$622,210

1979

\$318,776  
38,580  
53,404  
16,602

\$427,362

#### Liabilities and Equity

Provision for current and future policyholder benefits  
Segregated investment fund liabilities  
Other liabilities

493,745  
48,095  
53,796

315,083  
38,580  
51,187

595,636

404,850

Capital stock and surplus

26,574

22,512

\$622,210

\$427,362

### Summary Statement of Operations

Year ended December 31, 1980  
(In thousands of dollars)

#### Income

Premiums  
Investment  
Other

216,778  
52,058  
5,704

138,553  
34,470  
3,759

274,540

176,782

#### Disposition of Income

Current and future policyholder benefits  
Other

239,754  
30,724

150,532  
24,654

270,478

175,186

#### Net Income for the Year

\$ 4,062

\$ 1,596

### Summary Statement of Capital Stock and Surplus

Year ended December 31, 1980  
(In thousands of dollars)

Capital Stock and Surplus at beginning of year  
Net income for the year  
Contribution from parent  
Other charges

22,512  
4,062

20,078  
1,596  
1,000

(162)

\$ 26,574

\$ 22,512

Capital Stock and Surplus at end of year

Approved by the Board

*George B. Robertson*

Chairman of the Board

*Raymond J. McNamee*

President and Chief Executive Officer

### Notes to Summary Financial Statements

1. Mortgage loans and investments are carried at values based on cost as calculated under the Department of Insurance of Canada regulations.

2. Segregated investment fund assets are carried at market value.

3. A revision to the valuation assumptions used in calculating the provision for future benefit liabilities resulted in a reduction in those liabilities and an increase in net income for the year of \$1,908,000.

### Report of the Valuation Actuary

I have made the valuation of the policy benefit liabilities of The Maritime Life Assurance Company for its Balance Sheet at 31 December 1980 and its Income Statement for the year then ended. In my opinion (i) the valuation conforms to the recommendations for insurance company financial reporting of the Canadian Institute of Actuaries, (ii) the amount of the policy benefit liabilities makes proper provision for the future payments under the Company's policies, (iii) a proper charge on account of those liabilities has been made in the Income Statement, and (iv) the amount of surplus appropriation for policies whose cash value exceeds the policy benefit liability is proper.

Brian L. Burnell, FCIA, FIA, ASA

February 9, 1981  
Halifax, Nova Scotia

### Auditors' Report

To the Shareholders and Policyholders of The Maritime Life Assurance Company

We have examined the balance sheet of The Maritime Life Assurance Company as at December 31, 1980, and the statements of operations, appropriated surplus and unappropriated surplus for the year then ended from which the summary balance sheet, summary statement of operations and summary statement of capital stock and surplus have been prepared. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as we considered necessary in the circumstances. We have accepted the actuarial liabilities in the amount determined and certified by the valuation actuary.

In our opinion, these summary financial statements fairly summarize the financial position of the Company as at December 31, 1980 and the results of its operations for the year then ended.

Thorne Riddell  
Chartered Accountants

February 9, 1981  
Halifax, Nova Scotia

Detailed Financial Statements are available upon request from:  
The Office of the President  
The Maritime Life Assurance Company  
P.O. Box 1030  
Halifax, Nova Scotia  
B3J 2X5



Mortgage Brokers

Maritime Life is one of the largest mortgage lenders in Canada. The Company relies exclusively on a network of independent mortgage brokers across the country in placing this exceptionally large amount of mortgage assets.

During 1980, the Company dealt with 26 mortgage brokers, up from 16 a year ago. The Company believes a qualified mortgage broker can provide the lender and the borrower with a high level of service and acts as valuable liaison between the two. A close relationship has been built with numerous mortgage brokers who have worked with the Company for years and Maritime Life remains fully committed to the use of a broker in placing all mortgage business.

By year end 1980, 72% of Company invested assets were placed in mortgages — an unusually high percentage relative to other Canadian life insurers.

Mortgage investments (many of which are government insured), currently represent an ideal investment vehicle for Maritime Life. In recent years mortgage returns have been high and the various lengths of term on mortgages provides an excellent match with many of the Company's products.

In providing mortgage funds, the Company offers development opportunities across Canada for entrepreneurs and corporations with good ideas and sound management skills. This contrasts with other Canadian financial institutions which place emphasis on the purchase of buildings and real estate, thus competing with private developers and creating an increasing share of institutional land ownership in Canada.

Annual Appreciation of Maritime Life Stock Growth Fund 1976-1980

For 12 Months Ending	% Appreciation for Unit Value for Year	% Appreciation in Unit Value since December 31, 1976
December 76	+ 6.80	—
December 77	+12.89	+ 12.77
December 78	+31.87	+ 48.35
December 79	+28.70	+ 90.50
December 80	+31.98	+150.81

Growth of Investment Income 1976-1980  
(In thousands of dollars)

1976	1977	1978	1979	1980
\$7,100	\$11,100	\$18,700	\$31,900	\$48,900

Group Sales

Halifax, Nova Scotia  
Ted Delehanty, Manager  
(902) 423-8305

Montreal, Quebec  
Las Kato, Manager  
(514) 288-9014

Toronto, Ontario  
Stephen Johnson, Manager  
(416) 482-8666

Edmonton, Alberta  
Gavin Laws, Manager  
(403) 428-6691

Calgary, Alberta  
Dorn Smith, Manager  
(403) 237-7848

Vancouver, British Columbia  
Mike Schwartzkopf, Manager  
(604) 732-1387

Group Claims

Montreal, Quebec  
James Gagnon, Manager  
(514) 288-9014

Toronto, Ontario  
Russ Gunn, Manager  
(416) 482-8666

Edmonton, Alberta  
Kerry Turner, Assistant Manager  
(403) 428-6691

Vancouver, British Columbia  
Kerry Turner, Assistant Manager  
(604) 732-1387

Individual Sales

Atlantic Canada

Dave Molloy  
Regional Marketing Director  
Individual Sales  
St. John's, Newfoundland  
(709) 579-2133

Newfoundland

Corner Brook  
Chaulk & Brown Associates Ltd  
(709) 639-7121

George Rideout & Associates Ltd  
(709) 639-9237

St. John's  
Assurilife Insurance Agencies Ltd  
(514) 866-3401

First Provincial Insurance Agency Ltd  
(709) 753-3008

Nova Scotia

Bedford  
John Munro & Associates Ltd  
(902) 835-7158

Dartmouth  
Bernard H. Morash Agencies Ltd  
(902) 466-7553

Halifax  
Day, Knight & Davidson Associates Ltd  
(902) 454-8331

E. M. Harper Company Ltd  
(902) 455-1512

Kentville  
C.G. Mooy & Associates Ltd  
(902) 678-3850

New Glasgow  
Fraser & Hoyt Insurance Ltd  
(902) 752-8451

Sydney  
Enver Sampson & Associates Ltd  
(902) 539-8435

New Brunswick

Fredericton  
W.K. Webb & Associates Ltd  
(506) 455-0103

Moncton  
R. Goguen & Associates Ltd  
(506) 854-9636

Saint John  
Atlantic Insurance (1978) Ltd  
(506) 642-3046

(Overseas)

West Germany

Lahr  
Special Services Consultants  
07821-43022

St. Laurent Region

Quebec & Ottawa, Ontario

Dave Otmar  
National Marketing Director  
Individual Sales  
Montreal, Quebec  
(514) 337-3744

Michel Simard  
Superintendent of Agencies  
Quebec  
Montreal, Quebec  
(514) 337-3744

Quebec

Granby  
Gesconvie et Associes Inc  
(514) 372-2233

Montreal  
Assurilife Insurance Agencies Ltd  
(514) 866-3401

M. Bacal Insurance Agencies Inc  
(514) 482-7911

Barkovich-Levin & Associates Co Ltd  
(514) 849-2265

Diamond & Tucker Ltd  
(514) 285-1802

Dubreuil, Lefebvre, Roy Inc  
(514) 288-1204

J.A. Lyone Heppner & Associates Ltd  
(514) 842-5031

Herscovitch-Rubinger Associates Ltd  
(514) 931-6445

Eddie Lieu & Associates Inc  
(514) 842-9036

Manuel Smith Life Insurance Agency  
(514) 341-3531

Turcotte, Singer & Associates Inc  
(514) 935-2541

Weiser Insurance Services Inc  
(514) 332-5440

Quebec City  
Assurance-Vie Dubeau Ltée  
(418) 687-9621

Valleyfield  
Agence De Courtage d'Assurance-Vie  
Lancôt, Lavoie, Miron Inc  
(514) 373-3343

Ontario

Ottawa  
J.H. Hogg Associates Insurance Agency Inc  
(613) 224-0222

Perth  
Balanced Planning Insurance Agency Ltd  
(613) 267-1345

Great Lakes Region  
Ontario except Ottawa

Dave Otmar  
National Marketing Director  
Individual Sales  
Montreal, Quebec  
(514) 337-3744

Alex Melvin  
Superintendent of Agencies  
Ontario  
Toronto, Ontario  
(416) 482-8666

Cambridge  
Gordon Lee Insurance Agency Ltd  
(519) 623-7300

Hamilton  
McBane, Berglund, Taylor & Associates Insurance Agencies Inc  
(416) 528-0193

Kitchener  
Lackner, McPhail, St. Hill Insurance Agencies Ltd  
(519) 579-4650

London  
P. Johnston Investment Planning & Insurance Agency Ltd  
(519) 471-0390

Manlife Insurance Agency Inc  
(519) 673-1579

Toronto  
Advisory Insurance Agencies Ltd  
(416) 863-0253

Annuity Quotations & Insurance Agencies Ltd  
(416) 363-4995

Bondco Insurance Agency Ltd  
(416) 224-2484

Dawson, Lepofsky & Associates Ltd  
(416) 922-3115

Guy Deschenes Insurance Agencies Ltd  
(416) 441-2262

Dickstein Insurance Agencies Ltd  
(416) 923-8818

Katz, Roth, Goldner Insurance Agencies Inc  
(416) 225-3115

Masters of Business Assurance Agency Inc  
(416) 789-7036

Newstadt, Smith Insurance Agency  
(416) 447-8527

Potruff & Smith Insurance Agencies Ltd  
(416) 746-0880

Tips Insurance Agency of Canada Ltd  
(416) 889-4502

Wharton & Baird Insurance Agencies Ltd  
(416) 689-7911

Waterloo  
Venhuizen Insurance Agencies Ltd  
(519) 884-3360

Windsor  
John A. Scholtes & Associates Insurance Agencies Ltd  
(519) 258-7333

Western Canada

Ron Pepper  
Regional Marketing Director  
Individual Sales  
Vancouver, British Columbia  
(604) 732-1387

Manitoba

Winnipeg  
CAS Insurance Marketing Services Ltd  
(204) 942-8214

Harvard Insurance Agencies  
(204) 944-9911

V.I.P. Insurance Agency Ltd  
(204) 943-1944

Saskatchewan

Regina  
Halmac & Associates Underwriters Ltd  
(306) 525-2561

Saskatoon  
Plains Insurance Ltd.  
(306) 373-6677

Alberta

Calgary  
Cabot Assurance Management Ltd  
(403) 245-1135

Prairie Pacific Insurance Ltd  
(403) 261-0907

Edmonton  
Personal Investment Portfolio Ltd  
(403) 482-3008

British Columbia

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(604) 859-2811

Prince George  
Horizon Insurance Services Ltd  
(604) 562-8444

Vancouver  
Euro-American Brokerage Ltd  
(604) 943-0281

D & L Insurance Services Inc  
(604) 685-6281

Jacol Insurance & Annuity Services Inc  
(604) 669-1679

Pacific Rim Business Planning Services Inc  
(604) 682-6601

J.K. Sloan & Associates Ltd  
(604) 734-8211

Harold Zlotnik Ltd  
(604) 688-7208

Victoria  
W.H. Barber & Co Ltd  
(604) 479-5352

Sawyer & Sawyer Ltd  
(604) 384-1184

Associated Company

Maritime Life (Caribbean) Ltd  
Port of Spain  
Trinidad, W.I.









The Maritime Life  
Assurance Company

Head Office:  
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Halifax, Nova Scotia  
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